

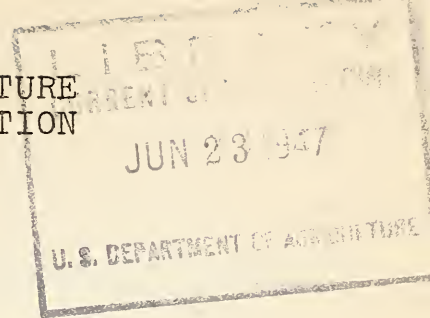
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UNITED STATES DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
INFORMATION SERVICE  
150 Broadway  
New York 7, New York



Y O U R   F A M I L Y ' S   F O O D

For use the week of May 19, 1947

(Topics of the week:

May 1 Crop Report    1--49  
Salient Sugar Data    50--81  
Plentifuls    81--89

1.     ANNOUNCER:     ...here is YOUR FAMILY'S FOOD....a program de-  
signed to keep you informed on factors affecting  
your daily food supply, and brought to you by  
Station \_\_\_\_\_, in cooperation with the  
United States Department of Agriculture.  
  
\_\_\_\_\_ of the \_\_\_\_\_ office  
of the Production and Marketing Administration  
has come over to chat with us this (morning)  
(afternoon). What's on your mind today, \_\_\_\_\_?
2.     PMA:            Oh, a number of things, \_\_\_\_\_.
3.     ANNOUNCER:     That's a nice vague answer. Could you possibly  
be just a bit more specific?
4.     PMA:            Well, as you may know, each month the Bureau of  
Agricultural Economics of the Department of  
Agriculture issues its monthly crop report.  
The report gives a comprehensive picture of  
agriculture around the country.
5.     ANNOUNCER:     Isn't that the report that is the shrouded in  
mystery until it's released?

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6. PMA: That's right.
7. ANNOUNCER: Just how does the Bureau of Agricultural Economics assemble the material that goes to make up the crop report, \_\_\_\_\_?
8. PMA: The BAE's crop reporting board compiles its reports from data furnished by crop correspondents, field statisticians, and cooperating State agencies.
9. ANNOUNCER: Who, for instance, would be included in the group -- crop correspondents?
10. PMA: Oh there are farmers --- all kinds --- truck crop farmers, dairymen, grain producers, poultrymen, and fruit producers. Each month they report on the number of acres they have in production and what the prospects for their crops are. Or they may send in word on the average number of quarts of milk their cows are producing.
11. ANNOUNCER: And to whom do they report?
12. PMA: To the designated agency in their State. The State in turn tabulates all the reports from within its borders.
13. ANNOUNCER: And then the results are sent to the Department of Agriculture in Washington?



- 14.PMA: That's right. In Washington members of the Bureau of Agricultural Economics work on the report. It's done in such a way, though, that no individual can get an overall picture of any one important crop in the country.
- 15.ANNOUNCER: Ah, I see that element of mystery creeping in.
- 16.PMA: There is a very good reason for the mystery, but let's save that for later. On the morning of the day the crop report is to be released, the Crop Reporting Board, which is made up of men from all over the country, meets behind closed and guarded doors in the Department of Agriculture. They work constantly until the entire report is completed and issued at 3:00 P.M. that day.
- 17.ANNOUNCER: Then you mean if a man went in he couldn't get out until 3:00 o'clock?
- 18.PMA: Absolutely. No one may leave the rooms in which the crop report is being compiled. That is, not until the Secretary of Agriculture approves it and signs his name to it.
- 19.ANNOUNCER: Does this procedure take place on the same day each month?
- 20.PMA: The date of issue is the 10th of the month. Of course, if it falls on Saturday or Sunday then the report comes out on the working day nearest to the 10th. Incidentally, the facts and figures usually cover crop conditions up to the first of the month.







- 21.ANNOUNCER: If I remember correctly the 10th of this month fell on Saturday, so that would mean the crop report for May came out on Friday.
- 22.PMA: That's right. And if it were to fall on a Sunday then the report would be issued on Monday.
- 23.ANNOUNCER: Well getting behind those closed doors again. Once the report is approved and signed by the Secretary, what happens, then?
- 24.PMA: At 3:00 P.M. the report is given to the world. It is then public property. Everyone gets it at the same time.
- 25.ANNOUNCER: That's certainly fair enough. But why is it kept so secret until the release time? Why all the mystery?
- 26.PMA: For example, the report contains information on the wheat crop. Wheat is one of the crops sold on the futures markets as well as cash markets.
- 27.ANNOUNCER: Let's see now, when you talk of the futures market you refer to commodities that are bought at specified prices for delivery sometimes in the future.



- 28.PMA: That's correct. Now suppose that by some nefarious means Joe Doakes learned that estimates for winter wheat production were way below what they had been the month before. That would mean that wheat was going to be scarce, so the market would probably rise as soon as the crop report was issued.
- 29.ANNOUNCER: This is all in the realm of theory--not fact?
- 30.PMA: That's right. As a matter of fact, winter wheat production, according to the May 1 crop report, is expected to exceed the billion bushel mark for an all-time record. But to get back to that theoretical scheme that Mr. Doakes had fixed up. As I said, Joe learned before other buyers that the price of wheat might go up. So before the report was issued, he rushes out to buy wheat at the present low prices.
- 31.ANNOUNCER: Now don't tell me. I get it. Because Joe learned of the drop in wheat supplies he had the advantage. He could buy cheap and sell high later on. Now I see why there's so many security measures attached to the BAE's crop reports.
- 32.PMA: Yes. The monthly BAE crop reports are valuable guides to buyers who operate on the futures markets.



33. ANNOUNCER: Well, getting down to actual cases, what are some of the predictions in the May report that would interest the homemaker?
34. PMA: As I said before, one section is devoted to truck crops. This section should be of special interest to **Mrs. America**.
35. ANNOUNCER: How are things shaping up in that department?
36. PMA: Well, according to the May report, the spring vegetable crops are going to be about one-eighth under those of last year, but above the pre-war average. As a matter of fact, there'll be smaller production of all spring crops except snap beans, cantaloups, and watermelons.
37. ANNOUNCER: Does the May report indicate how much lower production will be for some of the spring vegetables?
38. PMA: Yes. For instance, there'll probably be one-quarter to one-half less cabbage, eggplant, green peppers, tomatoes, onions and green peas. However, we must remember that, except for onions and peas, we still expect these crops to be above average.
39. ANNOUNCER: In other words, we may assume that we'll still have enough, according to pre-war standards. How does the fruit picture look, \_\_\_\_\_?





40. PMA: Prospects for practically all fruit and nut crops continued favorable during April. Fruits, like vegetables, are developing late this year because of the backwardness of spring. However, the peach and citrus crops are expected to be large again this year. A reasonably good-sized pear crop is in prospect. And we may look forward to an average-sized apple crop.
41. ANNOUNCER: I guess that covers the main fruits, now what did the May crop report have to say about dairy and poultry products?
42. PMA: During April dairy cows were well fed, and continued record production, though there were fewer cows than last year. The seasonal increase in milk production was delayed, however.
43. ANNOUNCER: And how did the nation's hens do during April?
44. PMA: Egg production was below that of April 1946 in all parts of the country, but was well above average, both in total and per layer. The number of chicks and young chickens on farms is 6 percent less than a year ago, as the downward trend in poultry populations continues.
45. ANNOUNCER: Well how does that compare with the average?
46. PMA: Oh we have many more chicks and young chickens on farms now than we did on a yearly average from 1936 to '45.





47. ANNOUNCER: Apparently nothing to worry about on that score then. I would imagine that just about takes care of the consumer's interest in the May crop report.
48. PMA: Yes. Unless of course the homemaker would like to know about winter wheat, oats, and hay.
49. ANNOUNCER: I doubt that, \_\_\_\_\_.
50. PMA: So do I, so instead I'd like to bring up that sweet subject --- sugar.
51. ANNOUNCER: What's the news about sugar this week, \_\_\_\_\_?
52. PMA: The Sugar Rationing Administration is urging homemakers and industrial users to cash in their current sugar stamp.
59. ANNOUNCER: Speaking of sugar stamps, didn't the Sugar Rationing Administration recently announce that a new stamp will be valid soon?
60. PMA: Yes. Spare stamp No. 12 will become valid on June 1, instead of July 1, as previously announced. This is in line with the move to get sugar onto pantry shelves.
61. ANNOUNCER: Well, how many pounds will Spare Stamp 12 be worth?
62. PMA: Ten pounds. The same as No. 11. Incidentally, Spare Stamp 12 will have to last until October 31.

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175	Chronic	The disease is very common in the community with the same kind of chronic disease, and the
176	Chronic	I would not say that the disease is very common in the community with the same kind of chronic disease, and the
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63. ANNOUNCER: And if I'm not mistaken, both Spare Stamps 11 and 12 include sugar for home canning as well as all other home uses.
64. PMA: That's right. Folks who put up fruits and jellies for home use will not receive extra canning sugar this year. However, the SRA recently announced that sugar for home canning of fruits, fruit juices and for preserving will be made available to institutional users, and to household users who intend to sell their products.
65. ANNOUNCER: Now let's go over that once more.
66. PMA: All right. Let me put it in another way. This sugar is not for people who can foods to use at home. And it is not for industrial users who obtain their sugar through regular industrial allotment channels.
67. ANNOUNCER: Well, how do institutional users and homemakers who plan to **sell** their products go about getting this **sugar**?
68. PMA: They must file formal applications with the Sugar Rationing Branch Office in their area. And --- this is important --- they must show that the products will be produced in a "kitchen."





69. ANNOUNCER: How do you go about defining a "kitchen."
70. PMA: Here is a direct quote: (QUOTE) "'Kitchen' is a place principally used for the preparation of meals for home consumption. It includes a place used principally to teach consumers how to prepare and cook for home consumption." (END QUOTE).
71. ANNOUNCER: That's good enough for me. Are there any other provisions attached to getting this extra canning sugar?
72. PMA: Yes, there are. The household user must keep records of production, of the amount of sugar used and the dates the products were sold. Institutional users must report their use of the sugar within ten days after expiration of the allotment period in which the sugar is used.
73. ANNOUNCER: And where may eligible users get applications for this sugar?
74. PMA: Applications will be available at SRA Branch Offices. Incidentally, applications for sugar ration books for infants, persons discharged from the armed services, and for replacement of mutilated ration books may now be made by letter.
75. ANNOUNCER: You mean no more forms to fill out?
76. PMA: That's right. However, it's important to note that in the case of lost or stolen books, the applicant must still fill out a form that's provided by the Sugar Rationing Administration.





77. ANNOUNCER: But if I had just gotten out of the Army and wanted to get a sugar rationing book, all I'd have to do is to write in for it. Right?
78. PMA: Not quite. In applying for new ration books for infants or ex-servicemen, the letter must contain the applicant's name and address, and a statement that the applicant is an infant or a person discharged from the armed services.
79. ANNOUNCER: What is the procedure in getting a mutilated book replaced?
80. PMA: Along with the applicant's name and address the letter must contain a statement that the book is mutilated. And---this is important---the mutilated book must accompany the letter.
81. ANNOUNCER: Well, I'm glad you brought up the subject of ration books. It is very valuable information to have. But now how about us taking up the subject of green groceries.
82. PMA: Ah, yes --- the plentiful for the current week.
83. ANNOUNCER: Exactly. What do the markets have to offer these days?



84. PMA: Starting off with the fruits for a change --- one market reports that pineapples are in abundance. Grapefruit is plentiful and so are oranges. Where apples are in good supply, they're generally small in size.
85. ANNOUNCER: I suppose that takes care of the fruits, now what about the vegetables?
86. PMA: There's a good supply of green peas, and some are attractively priced. Sweet corn from Florida and Texas is getting fairly plentiful on some markets...and it's price is generally moderate.
87. ANNOUNCER: My goodness --- when corn starts appearing, I usually start digging out my old straw hat.
88. PMA: Rhubarb is still plentiful, and wholesale prices are reported to be very low. Salad greens and new onions and potatoes are also abundant. And for salad bowls, cucumbers are coming in in good numbers.
89. ANNOUNCER: That's a mighty fine list of good eating. Now I guess I'd better say thanks for dropping in today, \_\_\_\_\_. Listen in again next \_\_\_\_\_ for another edition of YOUR FAMILY'S FOOD, brought to you by Station \_\_\_\_\_ in cooperation with the U. S. Department of Agriculture.

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